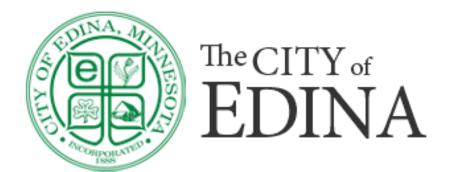
Edina Energy Vision



Edina's residents, schools, businesses, and government will successfully reduce the community's greenhouse gas emissions by 30% by the year 2025, through strategies and actions that are sustainable, practical, and measurable.







Planning Workshop 5

Edina | 4-4-16

Agenda



Time	Topic
30 min	Welcome, Agenda Overview, & Workshop 5 Objectives Xcel Energy support options; Updates from the interim; EEC update; Focus area goals
80 min	Focus Area Group Work Refine strategies and goals; build implementation timeline; Discuss next steps and communication during implementation Take 10 minute break as needed.
40 min	Transition to Implementation Journey through the Partners in Energy planning process; Energy Action Plan; Implementation commitments; Next steps



Partners in Energy Scope



Partners in Energy is a two-year collaboration with Xcel Energy to develop and implement your energy plan goals.

Planning (6 months)

Implementation (18 months)



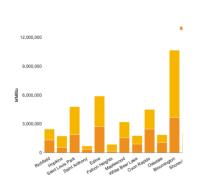
Resources for Implementation



A reminder of the type of Xcel Energy resources available to support plan implementation.



Marketing and Communications



Data Tracking/ Measurement



Program Expertise



Project Management



Implementation Support



Marketing & Communications	Data Tracking & Measurement	Program Expertise	Project Management
Writing press releases	Processing	Knowledge of Xcel Energy's programs	Coordinate quarterly check-ins
Developing website content	Analysis	Energy Expertise	Email reminders and updates
Designing flyers and brochures	Visualization (maps and charts)	Assistance in identifying funding sources	Periodic progress reporting
Developing newsletter material	Tracking impacts and participation	Community program design support	Activity Tracking
Support for outreach events		Identify potential subject matter experts	Provide tools and templates to help organize
Writing letter templates			
Drafting social media posts			

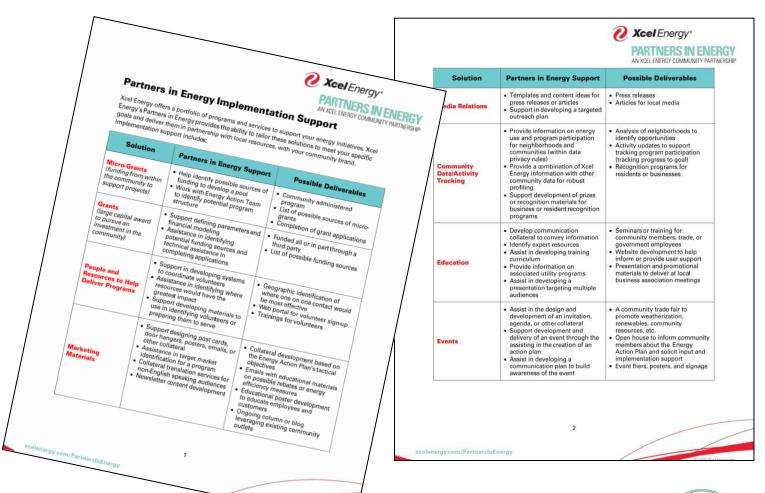


Implementation Support



PARTNERS IN ENERGY

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Interim Updates



Interim Updates



- ✓ Plan Review and Comments
- ✓ Electricity Focus of Plan
- ✓ School Focus Area





EEC Update



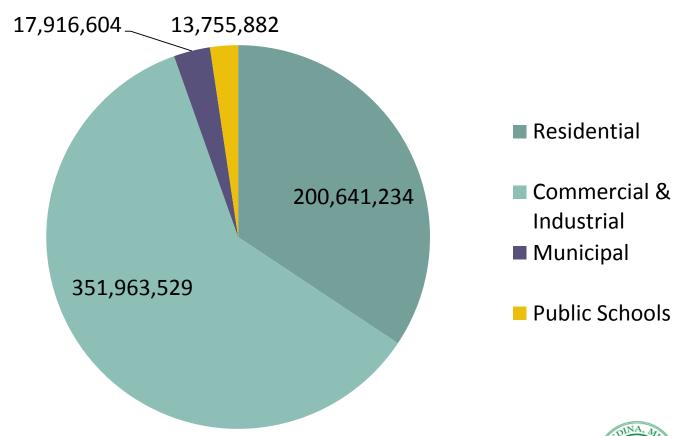




Energy Baseline



2014 Edina Electricity Usage (kWh)







Residential Information Campaign:

Goal: 750 Homes take energy savings action

562,000 kWh saved annually

247 Metric Tons CO2 reduced annually

Windsource®:

Goal: Double the number of subscribers, double the average subscription amount.

5,613,300 kWh offset annually

2,470 Metric Tons CO2 reduced annually





Municipal Facilities:

Long term: Reduce the City's GHG by 30% from a 2012 baseline by 2025.

Possible Partners in Energy Goal: Reduce electricity usage by 7.5%

within 18 months.

886,872 kWh saved annually

390 Metric Tons CO2 reduced annually

Business Energy:

Possible Goal: Maintain 1.8% savings through program participation and increase business actions by 25%, 50%, or 100%.

6,367,815 kWh maintained annually

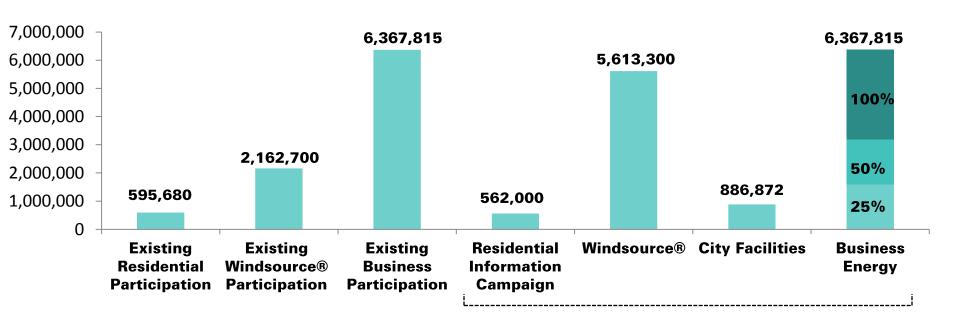
1,591,954 – 6,367,815 kWh reduced additionally annually

700 - 2,802 Metric Tons CO2 reduced additionally annually





Focus Area Impact (Annual kWh)

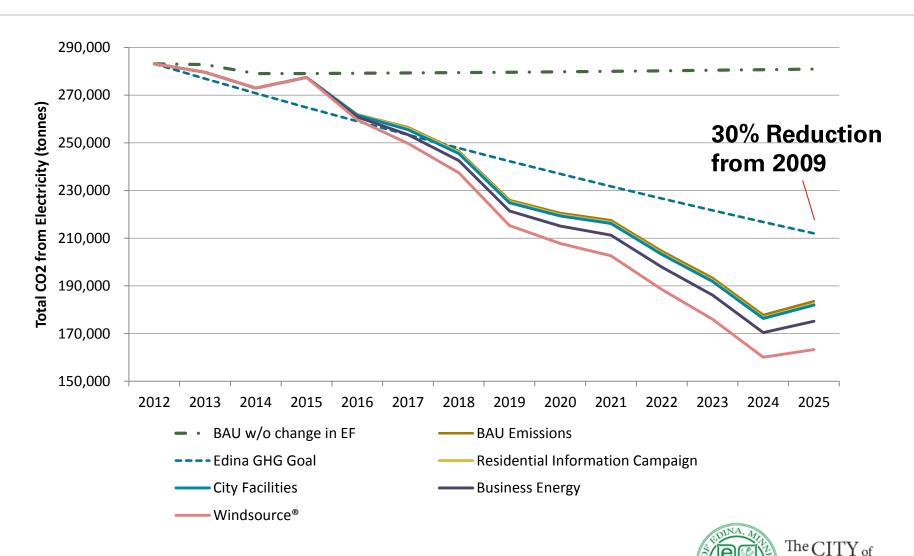


Additional Impact Strategies



Cumulative GHG Impact





Tonight's Focus Area Tasks



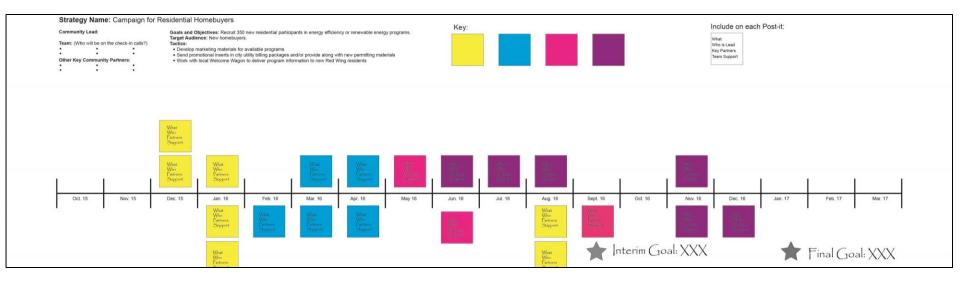
- ✓ Finalize 18 month goals
- ✓ Are resources matched to goals?
- Outline strategies
- Clarify community roles
- Complete focus area timelines
- ✓ Discuss ongoing communication expectations



Timeline



- Use sticky notes to plan the timeline for each strategy.
- This activity is meant to capture a high level snapshot of tasks.
- There will be time later to flesh out more details.





Implementation Planning



Research/ Planning Materials Development

Launch

Outreach

What: Interview three business owners to understand target audience

Who?: Sadie, Business owners association



Implementation Commitments



How do you see yourself working on the plan during implementation?

- Focus area champion/Team lead
- Take on a strategy and lead implementation
- Be involved in a core team
- Find funding opportunities
- Organize volunteers
- Volunteer at events
- Do outreach work
- Other?



Implementation Planning



Research/ Planning Materials Development

Launch

Outreach

What: Interview three business owners to understand target audience

Who?: Sadie, Business owners association





Welcome Back!



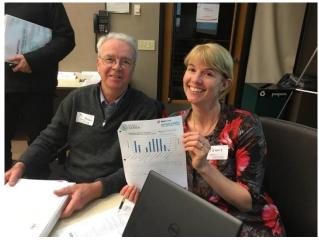
Planning Workshops













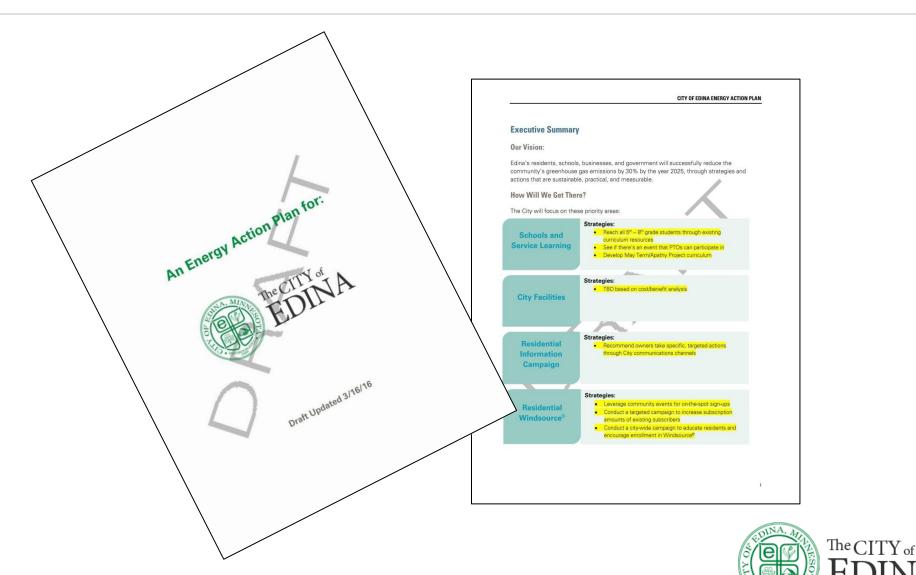
Looking Forward





Energy Action Plan



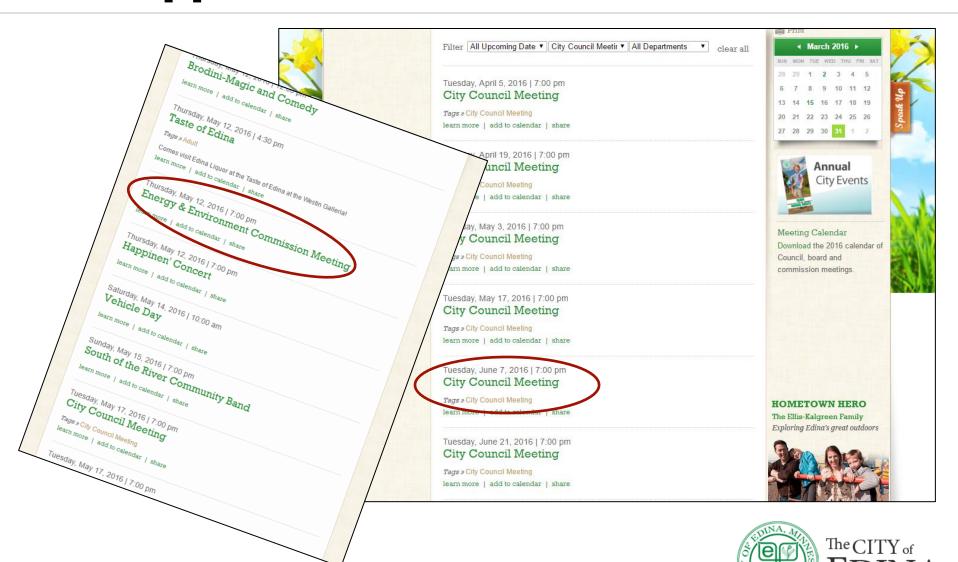


Energy Action Plan Review and Approval



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Implementation Commitments



Implementation Commitments



How do you see yourself working on the plan during implementation?

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- Other?





SWOT Analysis



Kick-Off Celebration





Photo by Blake Bronstad / CC0 1.0



Name & Logo?















Next Steps



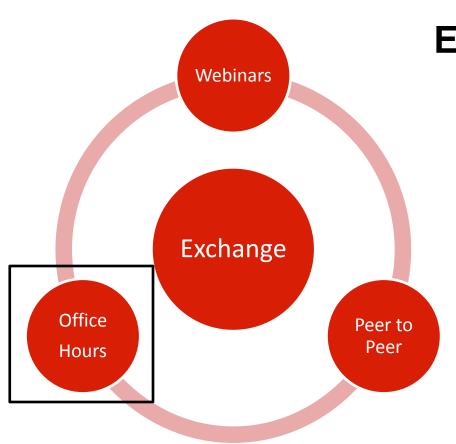
Event: A Smart Energy Future: Environmental Forum. 6pm, 4/14/16, Edina High School

- Watch for the Energy Action Plan in your inbox for your comments
- Follow-up meetings with your small group as discussed
- Email Sarah (sklauer@mncee.org) with any questions



The Exchange





Exchange 2 Communities:

- St. Louis Park, MN
- Edina, MN
- Lafayette, CO
- Littleton, CO
- Summit County, CO

Office Hours 2: TBD



Group Photo!









Your Turn...





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